

LAW OFFICES OF
FAY KAPLUN & MARCIN, LLP
INTELLECTUAL PROPERTY LAW

150 BROADWAY, SUITE 702
NEW YORK, NEW YORK 10038
PHONE: (212) 619-6000
FAX: (212) 208-6819
WWW.FKMIPLAW.COM

RECEIVED
CENTRAL FAX CENTER
FEB 18 2005

FACSIMILE COVER SHEET

FAX NO : (703) 872-9306
TO : Mail Stop: AF
Commissioner for Patents
FROM : Oleg F. Kaplun
DATE : February 18, 2005
SUBJECT : U.S. Patent Appln. Serial No. 09/899,369
for *Network for Alliance Marketing*
Inventor(s): Valliani et al.
Your Ref.: A-70469
Our Ref.: 40116/06501

NUMBER OF PAGES INCLUDING COVER: 5

MESSAGE:

Please see attached. Thank you.

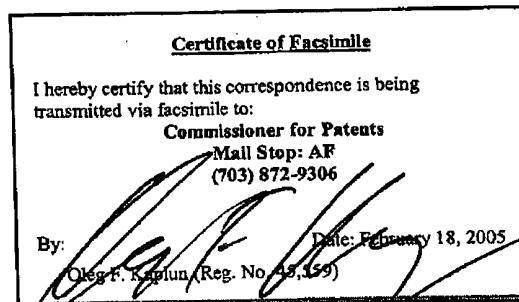
IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE
The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above.
If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any
dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone, and
return the original message to us at the above address via the U.S. Postal Service. We will reimburse any costs you incur in notifying us and returning the message to us.
Thank you.

[40116/06501]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

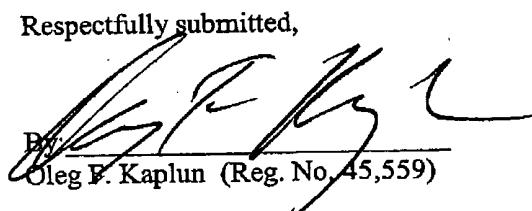
Inventor(s) : Valliani et al.
 Serial No. : 09/899,369
 Filing Date : July 2, 2001
 For : Network for Alliance Marketing
 Group Art Unit : 3627
 Examiner : James A. Kramer

Mail Stop: AF
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

**TRANSMITTAL**

In response to the Final Office Action dated November 15, 2004 and the Advisory Action dated February 8, 2005, transmitted herewith please find a Notice of Appeal for filing in the above-identified application. Please charge the Credit card of Fay Kaplun & Marcin, LLP in the amount of \$500.00 (PTO-Form 2038 is enclosed herewith). However, the Commissioner is hereby authorized to charge the **Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492** any additional required fees. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

By: 
 Oleg F. Kaplun (Reg. No. 45,559)

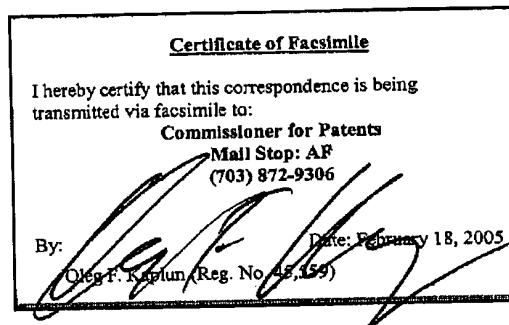
Fay Kaplun & Marcin, LLP
 150 Broadway, Suite 702
 New York, NY 10038
 Tel: (212) 619-6000
 Fax: (212) 619-0276

[40116/06501]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

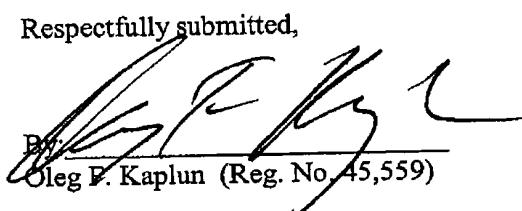
Inventor(s) : Valliani et al.
 Serial No. : 09/899,369
 Filing Date : July 2, 2001
 For : Network for Alliance Marketing
 Group Art Unit : 3627
 Examiner : James A. Kramer

Mail Stop: AF
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

TRANSMITTAL

In response to the Final Office Action dated November 15, 2004 and the Advisory Action dated February 8, 2005, transmitted herewith please find a Notice of Appeal for filing in the above-identified application. Please charge the Credit card of Fay Kaplun & Marcin, LLP in the amount of \$500.00 (PTO-Form 2038 is enclosed herewith). However, the Commissioner is hereby authorized to charge the **Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492** any additional required fees. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

By: 
 Oleg F. Kaplun (Reg. No. 45,559)

Fay Kaplun & Marcin, LLP
 150 Broadway, Suite 702
 New York, NY 10038
 Tel: (212) 619-6000
 Fax: (212) 619-0276

FEB 18 2005

[40116/06501]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

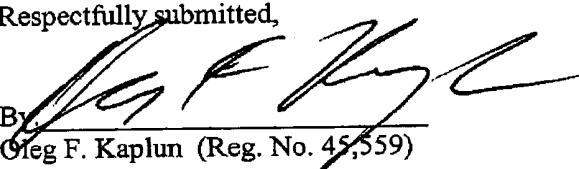
Inventor(s) : Valliani et al.
Serial No. : 09/899,369
Filing Date : July 2, 2001
For : Network for Alliance Marketing
Group Art Unit : 3627
Examiner : James A. Kramer

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

NOTICE OF APPEAL

Applicants hereby appeal to the Board of Patent Appeals and Interferences from the decision of the Examiner made in the Final Office Action dated November 15, 2004 and the Advisory Action dated February 8, 2005 rejecting claims 1-26.

Respectfully submitted,

By: 
Oleg F. Kaplun (Reg. No. 45,559)

Dated: February 18, 2005

Fay Kaplun & Marcin, LLP
150 Broadway, Suite 702
New York, NY 10038
Tel: (212) 619-6000
Fax: (212) 619-0276